

CITY OF EASTVALE



PUBLIC INFORMATION OFFICER (Part-time)

DEFINITION

Under general supervision of the City Manager, to perform professional and administrative work in planning, coordinating and performing communication activities; to prepare and disseminate informational materials to the public and news media; to prepare marketing publications concerning City services, activities and functions; and to perform other related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the City Manager, or the City Manager's designee.

ESSENTIAL FUNCTIONS

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

1. Develops, implements, and coordinates a comprehensive communications program for the City which identifies audiences, messages, communications tools and evaluation measures.
2. Synthesizes City-wide vision, mission, strategic goals and key issues into concrete messages for educational, informational and marketing purposes.
3. Coordinates communication activities to foster understanding among the public and City employees of City-wide vision, strategic priorities, program goals and services.
4. Prepares and disseminates a wide variety of public information regarding City business including news releases, public service announcements, newsletters, articles, special presentations and related materials.
5. Writes and places place newspaper, radio, and/or television advertisements, announcements and articles.
6. Makes public appearances on behalf of the City, including serving as spokesperson for press conferences; serves as an advisor to those making public appearances and presentations.
7. Establishes appropriate mediums to communicate and inform elected officials of relevant issues.
8. Organizes the dissemination of positive and accurate information to the public regarding City business by utilizing a variety of communication tools, including: news releases,

cable television programming, press conferences, public service announcements, social media, newsletters, fact sheets, commercials, special presentations and other collateral material.

9. Under guidance of City leadership, pro-actively seeks regional and national news media coverage exemplifying the positive programs and services, opportunities and advantages of the City.
10. Coordinates and disseminates reports and newsletters which showcases City projects, services, programs and other news.
11. Oversees and maintains a professional and useful City web site.
12. Provides training opportunities for City staff in news media and public information processes and procedures.
13. Maintains archives of press articles related to City news; track media response along a variety of indicators (e.g. positive, negative, message portrayed, etc.); prepare report of results for City leadership.
14. Develops multi-media presentations as required, including Power point slide shows, displays and photographic exhibits.
15. Responds to media inquiries; escorts media personnel within government facilities to conduct interviews or take photographs;
16. Coordinates photography and videography at a variety of presentations and special events.
17. Receives and responds to calls and inquiries from citizens.
18. Assumes responsibility for ensuring the duties of the position are performed in a safe, efficient manner.
19. Performs related duties as assigned.

EXPERIENCE, TRAINING, AND LICENSE

Any combination of experience and training that would likely provide the required knowledge and abilities may be qualifying. A typical way to obtain the knowledge and abilities would be:

Qualifications:

Graduation from an accredited college or university with a Bachelor's degree with major work in journalism, public relations, English, communications, public administration, business administration, or a closely related field; and a minimum of two years of progressively responsible experience in public relations, writing, graphic design, video production, media relations, marketing, communications, community outreach, social media management, website content development, and professional administrative work using graphics and desktop publishing systems, preferably in a local government setting. Additional experience may substitute for the required education on a year for year basis, although a Bachelor's degree is preferred.

License/Certificate:

Possession of a valid Class "C" California driver's license and a satisfactory driving record.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

Techniques and methods used in development and evaluation of communications; principles and practices of research, journalism, graphic design, layout and production; fundamentals of photography, video-photography and cable-casting; personal computer operation; software applications including graphics and desktop publishing systems; interviewing techniques, communications, media services and resources; organization, services and functions of municipal government; pertinent federal, state, and local laws, codes and regulations; principles of supervision, training and performance evaluation; and local government process, management and governance; safe work methods and safety regulations.

Ability to:

Develop, organize, and coordinate a communication program; communicate effectively, both orally and in writing; gather and verify news information through interview, observation and research; analyze complex administrative problems, evaluate alternatives and make creative recommendations; advise on most effective techniques of information dissemination; exercise judgment in release of information; give information rapidly, accurately and tactfully; prepare press releases, news articles, presentations, reports and other written materials in a timely and recipient appropriate manner; prepare and present a variety of communications materials; write and edit newsletters and news releases; prepare flyers and reports; prepare and give presentations; edit materials for proper punctuation and grammar; establish and maintain effective working relationships with City officials, employees, the public and news media; coordinate activities with other divisions and City departments; operate a personal computer and applicable software including graphics and desktop publishing systems; supervise, train, and evaluate assigned personnel; and effectively work in a political environment with individuals with diverse backgrounds and opinions; provide excellent customer service; skillfully and safely operate a motor vehicle where required in the course of performing work duties.

SPECIAL REQUIREMENTS

Ability to attend special City events including weekends, evenings and holidays, as required.

Ability to attend night meetings and work extended hours, as needed and/or required.

Bi-lingual ability is highly desirable.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands:

While performing the duties of this class, the employee is constantly required to sit and frequently stand, walk, talk and hear, both in person and by telephone; use hands or fingers to

handle, touch, or operate standard office equipment; and reach with hands and arms. The employee occasionally reaches for item above or below desk level, and lifts and carries records and documents, typically weighing less than 20 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. Travel by vehicle while conducting City business.

Mental Demands:

While performing the duties of this class, the employee is regularly required to use oral and written communication skills; exercise sound judgment in the absence of specific guidelines; establish priorities and work on multiple assignments and projects concurrently; meet intense and changing deadlines given continual interruptions; and interact appropriately with staff, management, City officials, Boards, Commissions, contractors, consultants and others encountered in the course of work.

WORKING CONDITIONS

The employee typically works in an office and field environment. Non-traditional work hours may be required in order to accommodate the City's needs including attendance at City Council meetings, special City events, and matters requiring the presence of the City's public information officer. These hours may include, but are not limited to: weekends, evenings and holidays. Occasional driving is required to attend special meetings at various City facilities, training sites, and public and private events. The employee may be required to travel using public transportation.

FLSA STATUS

This is an exempt classification, when assigned to full-time. When utilized as a part-time class, the employee shall be designated as non-exempt.